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Change of CEOs at Lamy - Beate Oblau and Thomas Trapp enter their planned retirement

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In 2018, Lamy embarked on a comprehensive transformation process with a new vision for the brand and the company under the management of a marvellous trio: Beate Oblau, Thomas Trapp and Peter Utsch set the strategic course for the future of the Heidelberg-based writing instrument manufacturer. After Steffen Rübke joined the management as CEO in February, Oblau and Trapp are now retiring as planned.

Beate Oblau worked for Lamy for over 30 years, and Thomas Trapp spent more than 20 years in the service of the company. Both worked closely with Dr Manfred Lamy until his retirement in 2006, and learned from him the fundamentals that continue to characterise any contact with the LAMY brand today: the human factor and the culture of solidarity that form the essential building blocks of the company's success.

During her time as product manager, Beate Oblau was responsible for the successful launch of product ranges such as the LAMY AL-star, LAMY accent and LAMY pico in close cooperation with designers and internal product developers. She collaborated with educators and designers from the Mannheim development group and introduced the innovative learning-to-write system, LAMY abc, which uses a systematic procedure to teach children how to write with a fountain pen.

During her time as CEO, she remained her post of Head of Marketing & Communication from 2006 and, in this role, promoted the expansion and development of Lamy into a global design and lifestyle brand up to the introduction of the current brand campaign 'thinking tools'. Beate Oblau also played a key role in the expansion of digital writing instruments and the establishment of the Lamy innovation laboratory NEO66 in Berlin.

Thomas Trapp initially built the key account management for the DACH region and introduced a uniform global brand presence at the POS. From 2008 onwards, he restructured the sales division Promotion Products and Western Europe as Head of Sales DACH.

During the company transformation, he expanded international sales, including the founding of the subsidiary Lamy Inc. in the USA in 2018. With the introduction of an e-commerce department, he laid the foundation for strengthening the digital channels of Lamy's sales.

Owners Vera Lamy and Markus Lamy would like to take this opportunity to thank the outgoing executives: "Beate Oblau and Thomas Trapp have successfully driven the new strategic direction forward and set the course for the future of Lamy. We wish them both all the very best for the future."



About Lamy

Around the world the LAMY brand stands for high-quality designer writing instruments with a timelessly modern aesthetic and perfect functionality. In 1966, the LAMY 2000 model established the clear, unmistakable design language that still characterises the style of all the brand's products today - the Lamy design. Each year, Special Editions continue to set trends and inspire handwriting fans around the world with innovative colours and finishes. By the anniversary year 2026, Lamy will have launched further new models and pioneering product concepts.

As an independent family company, since its foundation in 1930 Lamy has been firmly committed to Heidelberg as its only production centre, guaranteeing consistently premium quality "Made in Germany". Sustainability is the principle underlying all entrepreneurial action in the sense of bringing responsibility into our real lives. Behind this is a clear commitment to positive economic performance under ecologically sound production conditions and corporate social responsibility that helps to strengthen society.

With an annual production of over 8 million writing instruments, Lamy is today not only the market leader in Germany, it has also developed to become a sought-after lifestyle brand around the world. Lamy generates a good half of its turnover abroad. The brand is now represented in more than 80 countries with over 15,600 sales outlets worldwide, including around 200 mono-brand stores.

Lamy is continually reinventing itself, proving that writing instruments are more than utensils: thinking tools. As lifestyle accessories they have become important companions for millions of people, giving expression to their pleasure in writing by hand and expressing their individual personality.

You can find out more about Lamy online at [lamy.com](https://www.lamy.com)